Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended)   A method of illuminating an active matrix electroluminescent display device comprising an array of display pixels arranged in rows and columns, the method comprising, at any point in time, acts of simultaneously illuminating a plurality of rows of pixels, the plurality of simultaneously illuminated rows of pixels defining at least two displayed bands of simultaneously illuminated rows of pixels separated by a band of non-illuminated band rows of pixels, the at least two displayed bands of simultaneously illuminated rows of pixels scrolling in the column direction over time such that the at least two displayed bands of simultaneously illuminated rows of pixels simultaneously change horizontal position from one time to a next time, and wherein at most 75% of the simultaneously illuminated rows of pixels are illuminated at any point in time.

2. (Currently amended)   The method as claimed in claim 1, wherein each displayed band of simultaneously illuminated rows of pixels comprises a plurality of adjacent rows of pixels.

3. (Currently amended)   The method as claimed in claim 1, wherein image data for different frames of the image to be displayed are displayed in the different displayed bands of simultaneously illuminated rows of pixels.

4. (Currently amended) The method as claimed in claim 1, wherein each displayed band of simultaneously illuminated rows of pixels comprises a plurality of sequential alternate rows of pixels.

5. (Currently amended) The method as claimed in claim 4, wherein one displayed band of simultaneously illuminated rows of pixels comprises only odd rows and another displayed band of simultaneously illuminated rows of pixels comprises only even rows.

6. (Previously presented) The method as claimed in claim 1, wherein at most 50% of the rows are illuminated at any point in time.

7. (Previously presented) The method as claimed in claim 6, wherein at most 30% of the rows are illuminated at any point in time.

8. (Currently amended) An active matrix electroluminescent display device comprising an array of display pixels arranged in rows and columns, and row driver circuitry for simultaneously illuminating a plurality of rows of pixels simultaneously, the plurality of simultaneously illuminated rows of pixels defining at least two displayed bands of simultaneously illuminated rows of pixels separated by a band of non-illuminated bands rows of pixels, wherein the row driver circuitry comprises means for illuminating each row of pixels for at most 75% of the a frame period, such that the illuminated rows of pixels define

and wherein the at least two displayed bands of simultaneously illuminated rows of pixels which scroll in the column direction over time such that the at least two displayed bands of simultaneously illuminated rows of pixels simultaneously change horizontal position from one time to a next time.

9. (Previously presented) The device as claimed in claim 8, further comprising a frame buffer for storing image data.

10. (Previously presented) The device as claimed in claim 9, wherein the frame buffer stores an amount of data corresponding to a single frame of image data.

11. (Previously presented) The device as claimed in claim 10, wherein data is written into the frame buffer progressively frame by frame in sequence, such the frame buffer stores partial data for two adjacent frames, and wherein data is read out from the frame buffer at two locations simultaneously.

12. (Previously presented) The device as claimed in claim 11, wherein the two locations contain data from different adjacent frames of image data.

13. (New) The method as claimed in claim 1, wherein the number of rows of display pixels in the display device array is a multiple of the number of rows of pixels in each of the at least two displayed bands of the simultaneously illuminated rows of pixels.